

# Project Self Assessment

## NEED HELP?

**1a.** Please provide up to three goal statements drawn from the overall purpose of the project. Primary project goal statements should be broad in scope. **TIP:** Goal statements must have outcomes that can be measured in some way. Abstract goals are difficult to both enact and assess.

**Like this:** To create a dance portrait of the automobile industry reflecting the complexity of human movement and manufacturing.

**1b.** For each goal statement, provide a one-line description of how attainment of the goal should be measured. The outside evaluator will use this criteria in providing feedback to the project administrator. The evaluator may also provide feedback on the appropriateness of the measurement criteria. Your pre-determined criteria are the blueprint for feedback. **TIP:** Choose criteria that will yield the kind of information that could help you get your next grant.

**Like this:** A number of complex ideas, such as humans as masters of nature, will be explored in post-performance discussion. Discussions will be facilitated, observed and recorded.

**1a)** Describe the primary project goals. *(Please limit to three.)*

**1b)** Explain the criteria you will use to determine how successful your project has been.

# Project Self Assessment

**2a.** Please use up to three statements to address the main activities of the project.

**Like this:** Following performances, facilitators will develop formats and conduct discussions integrating important issues.

**2a)** Describe how project activities will be implemented.

**2b.** For each implementation statement, please provide a one-line description about how you will determine whether the activity was effectively implemented.

**TIP:** If you have trouble describing how you will know, the project activities may need further refinement.

**Like this:** Previously identified important issues, which are referenced in discussion, will be kept track of by facilitators on a specially-designed form.

**2b)** Explain how you will determine how effective the implementation strategies have been.

# Project Self Assessment

**3a.** Many activities confer economic benefit. **TIP:** Use all the things you will do that either cause increased activity directly or indirectly.

**Like this:** Advertising will be increased to a 150-mile radius, more use will be made of radio and TV, dinner packages will be arranged with Mrs. Potter's Restaurant and merchandise discount coupon tie-ins will be created with other local merchants, all to increase economic activity.

**3a)** Describe how the program will enhance Michigan's economy, communities and families.

**3b.** Remember, you need to have goals in order to be able to measure results against them. **TIP:** Try to quantify what you want to happen.

**Like this:** Using previous years' figures, a base of expenses will be calculated and this year's expenditures on advertising, etc., will be measured against the base. Also, coupons will be counted and the restaurant will be asked to keep track of combination packages. Ultimately these latter figures will form a new base for next year's projections.

**3b)** Explain how you will determine how the program enhanced Michigan's economy, communities and families.

# Project Self Assessment

**4a.** Identify your target audience(s) in a single statement, then say how you plan to serve them. The target audience(s) may consist of members of a particular demographic group (e.g., children or seniors), residents of a particular region, et cetera. **TIP:** Your target audience(s) should be implicit in your primary project goals. Outcome statements about service to the target audience(s) are likely to be components of project activities.

**Like this:** Non-traditional, first-time attending adults connected with the auto industry.

**4a)** List your target audience(s) and how you plan to serve them.

**4b.** Describe how it should be determined that the project was successful in serving the target audience(s). **TIP:** It's not that everyone, as in the example above, is not welcome. They are simply not a "target" audience for this project. (The assessor may also provide feedback about the perceived appropriateness of the target audience(s) for this project.)

**Like this:** Adults will be queried about previous attendance patterns at the time of ticket pickup, and first-time attending adults will be issued color-coded tickets. They will be counted.

**4b)** Explain how you will determine the success of the project in serving the target audience(s).

# Project Self Assessment

**5a.** Please provide statements about how the project will encourage and promote participation in the creative process. **TIP:** This does not necessarily mean everyone must be an artist. Rather one of the intentions of this program is to give as many people as possible the sense of what it is like to create. So being an audience member is probably not a good outcome, e.g., “everyone attended the concert.”

**Like this:** The 20 students will be divided into four groups of five, each of which will be issued identical instructions for making a film. They will also be given a camera, videotape and crew structure. Each group will make a four-minute film on a topic to be selected.

**5b.** For each strategy describe how you will determine if the participation in the creative process “worked.” **TIP:** This would be a good place to use the “discussion” idea, above.

**Like this:** Discussions will be held asking participants what they thought about during each phase of the project.

**5a)** Describe how the project will promote the value of direct participation in the creative process.

**5b)** Explain how you will determine how well the value of direct participation in the creative process was effectively promoted through this project.

# Project Self Assessment

**6a.** Please provide up to three statements about how your proposal and subsequent implementation will be planned collaboratively with your audience. **TIP:** It may be that you meet with audience members to find ways to increase access, understand programming needs, etc., before you write your proposal, or that you intend to meet with them before putting final schedules together. You may give them membership on a selection committee, et cetera.

**Like this:** Representation from our three major audience segments — special needs, pre-schoolers and senior adults — will be chosen to sit as members with full vote on our final selection committee.

**6b.** For each statement in 7a, describe both how you will decide whether the collaboration has been successful and how the assessor will get the information. The assessor will provide feedback based upon data you provide. **TIP:** These things need to be observable and verifiable.

**Like this:** Selection committee members will be available to the project assessor to talk about the process. Also, a brief feedback form will be obtained from them at the end of each selection meeting.

**6a)** Describe how you will coordinate collaboration between your organization and participating artists, educators, and members of the community served.

**6b)** Explain how you will determine whether collaborative planning was appropriate and successful.